

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Secret to Success?

By Karen E. Hipp

The Secret to Success? by Karen E. Hipp

The Secret To Success?

It's All About Me.

You want your business to be successful, right? It's easy! All you have to do is remember four little words: It's all about me. Me, me and more me! Because that is why people buy your products and services. "If I buy this, what's in it for me? What need of mine will this satisfy?" It seems so simple. But most businesses forget this because they are way too busy thinking "What's in it for me?" (Not for the customer). You're a customer. When you buy something are you thinking "I'll buy this product because I really want to make this owner wealthy and happy?" No. But business owners attempt to sell their product this very way. "I want the money!" Pardon me, but your ego is showing. Slow down Mr. Gotrocks. Take a moment to find out what your product has to offer the potential customer. "If I buy your product, will it make me wealthy? Healthy? Beautiful? Free up some time? Make my life easier? Satisfy my ego? Fulfill a basic need?

Emotion.

Every buying decision made is based on how we feel about it. So, you're not selling haircuts, you're selling beauty. You're not selling entertainment; you're selling happiness. You're not selling plumbing services; you're selling trust. It's how the customer feels after they've made a purchase which determines if you get their business again. As a marketing consultant, I'm not selling marketing services; I'm selling wealth. If I take my eyes off the target, I'm almost assured to fail. So, my image messages should always promote this fact. Instead of a headline that says, "I have 20 years of marketing experience", it should say, "I'm going to help you make a lot of money." Bingo! Which headline would attract your attention? I've analyzed why someone would buy my product, then cut to the chase. Then I back that up with testimonials and gaining their trust. Let's say you sell art supplies. Which advertising message appeals to you? "Our paint brushes are made of the finest quality of natural fibers" Or, "Our paint brushes could make you the next Picasso." See? If you can get inside your customer's mind to see what he or she is thinking, then you'll be far ahead of your competition!

The Secret to Success?

Don't do a lot of advertising? That's O.K. the goal is to understand why they want the product before they buy it. Then you can use key words in your selling approach! I'll never forget that I went shopping for a new outfit for a date with a guy that I had been wanting to go out with for a long time. I tried on a couple of different things and came out of the dressing room to see myself in the mirror. I must have had the look on my face of "How do I look in this outfit" as I was preening and turning in the mirror because the salesman came over and said, "Your boyfriend is going to love you in that outfit." Wham! I couldn't get my plastic out fast enough.

You too can be a "psychic." Just keep those 4 magical words in mind It's all about me!"

www.downanddirtymarketing.com
copyright 2002 Re-use permission

Karen@Hippmarketing.com

Why There Are No "Secrets" To Success.

By Yvonne Finn

Why There Are No "Secrets" To Success. by Yvonne Finn

Why there are no "secrets" to Success.

One of the most popular phrases online is "the secrets to success"

Actually, I am getting sick and tired of hearing it and hope it goes the way of the word "guru/s), which seems to be dwindling, daily.

There surely can be secret ingredients, as when formulating a product, or there might even be patented processes in manufacturing an item.

However, success is not that hard to figure out.

It is not patentable and it is NOT a secret.

In a free society, such as ours is, almost everyone has the potential to realize their definition of success.

Successful people, either copy a product/service/idea, that is already working or, create one of their own.

That's it! No secret, we all know that by now.

As a society, we are too quick, in my opinion, to hand over our

The Secret to Success?

own intrinsic potential for greatness to others.

We are too quick to tell ourselves that we cannot attain the greatness we so admire in others, without acknowledging the possibility that if we applied ourselves and made the sacrifices that they did, we ourselves could be just as celebrated, as an Oprah or a Bill Gates.

What successful people DO, is what makes them a success! Not some hidden hard to discover secret.

Here is what successful people tell us that they do.

1.They make a decision as to what they want to accomplish, make a plan, set goals.

2.They learn from and associate with others who are successfully doing what they themselves want to do.

3.They focus on one project/program/idea at a time.

4.They are aware that sacrifices will have to be made and keep a watchful eye on how they spend their time.

5.Successful people have the same sense of fear of failure that we all experience, especially when attempting new challenges. But they know and believe that you can "get there from here". As a matter of fact that is the only way to progress to fulfilling goals.

6.They are willing to give help when they can and give thanks and appreciation to those who have helped them.

7. Probably the most important character of the successful person is that they do NOT give up.

They fail, surely, but that is not the same as giving up.

Is it?

Success, then is not a "secret" but an attitude and we know that those can be learned.

Helen Keller said:

"One can never consent to creep when one feels an impulse to soar."

The Secret to Success?



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!